

NEW LEADERSHIP:  
CEO JASON RITTENBERRY, CFE

Jason Rittenberry, an innovative executive with more than 16 years of venue management experience, was named President and CEO of the Kentucky State Fair Board in October 2016. He has managed venues hosting hundreds of events annually, developed a business operation with \$40M+ in revenues, built world-class guest experience programs, and conducted strategic business development initiatives. Rittenberry oversees the operations of the Kentucky International Convention Center and the Kentucky Exposition Center, as well as the shows produced by the Fair Board.

NEW OPPORTUNITIES:  
GREATER ECONOMIC IMPACT

Even with two of the nation’s top facilities, the Fair Board must compete aggressively with top tier cities to draw the events that generate millions of dollars in economic impact for the Commonwealth. The strategic focus on growth continues: expanding the Kentucky International Convention Center; signing new multi-year contract agreements; acquiring Hoopfest, a new Fair Board produced event; hosting shows new to the facilities; and welcoming back returning conventions. The impact of these financial achievements will not only be realized now, but in years to come.

A NOTE FROM THE BOARD:  
BREAKING NEW GROUND,  
GROUNDBREAKING NEW GROWTH

From breaking ground on the Kentucky International Convention Center expansion project to groundbreaking new growth, contracts and leadership at the Kentucky Exposition Center, the Kentucky State Fair Board is proud to present the 2016 annual report. It confirms the past year has been one of significant achievements, bringing promises of exciting and unique business opportunities for the future.

Chairman Dr. Mark Lynn  
President and CEO Jason Rittenberry, CFE

OVERVIEW  
FISCAL YEAR 2015-2016\*

REVENUES	KEC	KICC
Event Income	37,912,170	3,533,330
Other Income	2,588,650	(72,690)
Parking Garage Income	N/A	2,324,300
TOTAL	40,500,820	5,784,940
EXPENSES	KEC	KICC
Direct Event Costs	19,570,540	934,300
Administrative Costs	4,372,910	1,230,100
Maintenance Costs	12,550,750	2,809,960
TOTAL	36,494,200	4,974,360
Net Income From Operations (before depreciation)**	4,006,620	810,580

KENTUCKY STATE FAIR BOARD INCOME (TOTALS)	
Direct Event Income	43,769,800
Rental Income from Long-term Leases	2,376,410
Other Operating Income***	12,571,460
TOTAL	58,717,670
KENTUCKY STATE FAIR BOARD EXPENSES (TOTALS)	
Kentucky Exposition Center	36,494,200
Kentucky International Convention Center	4,974,360
General Administrative & Sales Expenses	9,829,030
Interest Expense	1,285,980
TOTAL****	52,583,570

Net Income From Operations (before depreciation)**	6,136,100
--	-----------

KENTUCKY STATE FAIR BOARD NET INCOME RESULTS	
Net Income (before depreciation)**	6,136,100
Depreciation	(1,739,715)
Net Income*****	(5,603,715)

\* Source of data is the Kentucky State Fair Board Audit Report through fiscal year ending June 30, 2016.

\*\* The operating net income results from revenues and expenditures before accounting deductions for depreciation.

\*\*\* Other operating income includes \$8.5 million transferred from Commonwealth’s general fund.

\*\*\*\* Total Income does not include \$7.1 million in contributed property from Kentucky Kingdom improvements and \$8.3 million from the Commonwealth’s Capital Projects Fund for Kentucky International Convention Center Renovation for \$7.95 million and Freedom Hall Sewer Line Replacement for \$350,000.

\*\*\*\*\* The principal amount of debt service and capital lease payment of \$5.4 million is not included in net income results.

CAPITAL PROJECTS

Capital projects are long-term investments including a major maintenance or rehabilitation project for existing facilities.

- CAPITALIZED EXPENDITURES
- Upgrade HVAC Systems – \$59,300
  - Parking Garage Maintenance – \$323,600
  - KEC Master Plan – \$248,400
  - Asbestos Survey of KEC – \$82,200
  - Design, Engineering Study, Construction of Heliport – \$410,000
  - Freedom Hall/West Wing Meeting Room Renovation – \$332,600
  - KEC Boiler Decentralization – \$3,117,500

- STRUCTURAL REPAIRS
- KEC Roof Hail Damage – \$23,300
  - Freedom Hall Hail Damage – \$1,280,000
  - North Wing Hail Damage – \$275,600
  - South Wing Hail Damage – \$1,522,700
  - West Wing Hail Damage – \$1,800

- CONSTRUCTION IN PROGRESS
- KICC – \$12,060,000 (pending through June 30, 2016)
  - KEC Reconditioning Tables/Chairs – \$100,500
  - KEC Telephone System Replacement – \$107,300
  - Commonwealth and Cowger Parking System Upgrade – \$315,000
  - KEC Parking System Upgrade – \$172,500

K S F B  
A N N U  
A L R E  
P O R T



KENTUCKY EXPOSITION CENTER  
937 Phillips Lane • Louisville, KY 40209  
1-800-618-5151 • www.kyexpo.org



KENTUCKY INTERNATIONAL  
CONVENTION CENTER  
P.O. Box 70402 • Louisville, KY 40270  
1-800-701-5831 • www.kyconvention.org

KENTUCKY STATE FAIR BOARD  
2016 ANNUAL REPORT





**NEW MEGA SHOWS:  
HUGE ECONOMIC IMPACT**

The National Rifle Association (NRA) convention and trade show drew more than 80,000 attendees, making it the second-largest convention in the organization's history. With events at both KEC and KICC, the event brought an economic impact of \$53 million to the region.

The HAI HELI-EXPO landed at the Kentucky Exposition Center, bringing with it 60 helicopters, 700 exhibits and 14,000 potential buyers for an economic impact of approximately \$9.5 million. The world's largest event for the civilian helicopter industry, HAI HELI-EXPO reported \$2 billion in transactions.



**YOUTH SPORTS INITIATIVE:  
NEW CONTRACTS, NEW EVENT**

In its commitment to establish the Kentucky Exposition Center as a major youth sports destination, officials with the Fair Board and Louisville Sports Commission signed multi-year contracts with two established girls basketball tournaments. It is expected that 17,000 attendees and participants will travel to Louisville in 2017 for Run for the Roses and Battle in the Boro. The five-year contract, 2017-2021, translates into \$38.5 million in economic impact.

The Fair Board added Kentucky Hoopfest, a high school basketball event, to the growing roster of in-house shows it owns and produces. In addition to the tournament, a community day for local Boys & Girls Clubs was a highlight with more than 300 participants.



**KENTUCKY STATE FAIR:  
NEW SCANNERS, ENHANCED  
ACCURACY**

This year marked the most accurate attendance count in the history of the Kentucky State Fair: 564,937, thanks to upgraded software and automated scanners at entrance gates. Solid numbers are critical to grow the number of future fairgoers. The success of the sponsorship program made it possible to offer free admittance to military families and seniors on specified days.

The 4-H/FFA Sale of Champions raised \$118,500, and the champion country ham sold for \$600,000 at auction.



**NATIONAL FARM MACHINERY SHOW:  
NEW EXHIBITORS, WORLD  
RECOGNITION**

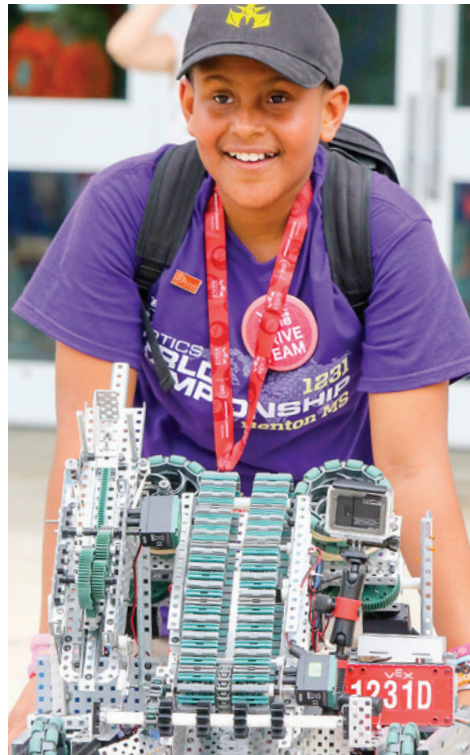
One of the largest attended events at the Kentucky Exposition Center, the National Farm Machinery Show drew 295,258 attendees, exhibitors and agribusiness professionals from across the country, as well as Argentina, Italy, Germany, England and China. The show expanded to include 880 exhibitors and introduced the expertise and advocacy arm of the American Equipment Manufacturers. This further reinforced the event's position as one of the industry's top trade shows, one with an estimated annual economic impact of \$20 million.



**NEW RECORDS SET:  
NORTH AMERICAN INTERNATIONAL  
LIVESTOCK EXPOSITION**

The North American International Livestock Exposition draws competitors, exhibitors and attendees from nine foreign countries and 45 states. The show received 17,500 competitive entries, with records set in sheep, swine and meat goat breeds. A record \$81,500 was raised for youth exhibitors of market animals during the expo's Sale of Champions. The world's largest purebred livestock show has an annual economic impact of \$8 million.

The North American Championship Rodeo continues to grow in popularity as part of the PRCA Great Lakes Circuit Finals, providing fans with three nights of action and entertainment.



**SHOWS HIGHLIGHT NEW TALENT:  
KIDS BUILD THEIR SKILLS**

The world's largest showcase of skilled trades, SkillsUSA National Leadership and Skills Conference returned to the Kentucky Exposition Center. The event includes SkillsUSA Championships, with 6,000 high school and college students competing in 100 hands-on contests. An estimated 15,000 students, teachers, and representatives from corporations, trade associations and labor unions were in attendance, for an economic impact of \$14 million.

More than 1,000 teams from 37 countries travelled to the Kentucky Exposition Center to compete in the VEX Worlds Championships with their student-built robots. Kentucky was well-represented, with 20 teams from the Bluegrass State.



**EXPANSION PROJECT DRAWS  
AND SPURS NEW BUSINESS**

KICC has temporarily closed until summer of 2018 to expedite the project's completion and ensure it stays on budget. It is estimated that the closure will reduce construction time by approximately a year.

**“NEW” KENTUCKY INTERNATIONAL CONVENTION CENTER**

The expansion project will increase exhibit space by more than one-third — from 146,000 to over 200,000 square feet — within the existing footprint. The ballroom will expand by 10,000 square feet, up to 40,000 square feet.

**NEW BUSINESS**

The expanded Kentucky International Convention Center is expected to increase business by up to 25 percent.

**NEW CONTRACTS**

The Convention Center has already attracted new business based on the expansion of its facility. So far, 24 of the 49 conventions booked into the new space



from 2018–2024 based their decision on the need for the expanded exhibit and ballroom space, along with the new downtown hotels. Some of those include:

- National Association for College Admission Counseling  
**\$6 million economic impact – 2019**
- American Association of School Librarians  
**\$3.1 million economic impact – 2019**
- Sweet Adelines International  
**\$7 million economic impact – 2020**

**NEW ACCOMMODATIONS**

The renovation has spurred an anticipated 47 percent increase in the number of downtown hotels and 32 percent increase in hotel rooms.

Downtown	Hotels	Rooms
2017	17	4,790
2018	25	6,316

**KEC**  
BY THE  
NUMBERS

**191**  
EVENTS

**206\***  
MILLION \$  
ECONOMIC IMPACT

\*Louisville Convention & Visitors Bureau

**2.1**  
MILLION  
VISITORS

**KEC MARKET MIX**

5.3% Religious	12.2% Miscellaneous
5.9% Agriculture	15.4% Entertainment
9% Athletic	16.5% Corporate
10.1% Education	25% Hobby

**KICC MARKET MIX**

Legal/Gov/Military – 7.53%	Corporate – 16.13%
Religious/Education – 13%	Trade/Business – 21.51%
Athletics – 15%	Other – 26.88%

**186**  
THOUSAND  
VISITORS

**53.9\***  
MILLION \$  
ECONOMIC IMPACT

\*Louisville Convention & Visitors Bureau

**100**  
EVENTS

**KICC**  
BY THE  
NUMBERS